

MINI presents the new brand identity and shows the most recent MINI Lifestyle 2016-2018 collection

Mexico City, December 1, 2016. BMW Group presented in Mexico City the details of its new brand image for MINI represented by the design, authenticity and long-term value. At a glance, the different fonts and completely new images outstand in the newly designed logo; the core idea of redefinition is to combine clear and striking designs with an approach to the basics. The worldwide renewal strategy takes MINI to a new era and, at the same time, reinvents it to shape the spirits of the time.

The re-launch of MINI represents the most important leap in the brand's identity since 2001 with a new corporate design. This new image will be reflected in MINI dealerships in Mexico and Latin America within the next months.

"Since its creation in 1959, MINI has been recognized for its ideas, inspiration and passion. We want to continue this successful story and to have a refined brand strategy and a visually-renewed identity. The purpose of reinventing ourselves is to be more and more attached to the MINI fans ideology", said Carlos Sheridan, MINI's LATAM Regional Manager.

The motivation of Alec Issigonis, creator of MINI, is to create a small and economical urban car which would occupy few space and use the least possible amount of gasoline. The solutions to optimize space produced the unmistakable design of the original MINI. John Cooper, Issigonis' friend, recognized the vehicle's potential for roads and thus, they collaborated to create a unique dynamics between the brands focus on the basics and the driving fun. This proves the capacity of change and philosophy of the brand from the beginning in order to make room to reinterpretation, keeping always the DNA and authenticity of the brand, but allowing changes in order to face the future with avant-garde cars.

Redesigning the corporate identity serves as platform to show innovations, not only in vehicles, but also in everything related to the brand. Thus, MINI takes advantage of this moment to present the MINI Lifestyle 2016-2018 collection with more than 50 items from clothing, watches and glasses, purses, bags and daily accessories. A characteristic of this collection is the interaction and emphasis on colors, including the renowned "Colour Block"; also Aqua and Lemon colors join the striking black, white and gray that altogether produce a captivating concept at a glance. MINI brand premiered in this collection with a new logo and combines the design of the typical MINI wings making a mirror with hexagon shapes and may be used as wallpaper to decorate several items of the MINI Lifestyle 2016-2018 collection.

In addition to clothing and accessories, the new collection provides fans with items to enjoy the MINI lifestyle respecting the use of resources. All items including paper and wood in their designs are certified by the Forest Stewardship Council (FSC); the acetate of Italian handmade glasses is biodegradable and, from now on, MINI uses an innovative material made of recycled leather called LEFA which is a sustainable alternative to leather made from recycled leather.

Also, the new MINI Lifestyle collection has something to offer to the youngest MINI fans. For instance, the MINI Coloring Car Set which includes a model vehicle that can be assembled out of certified paper and colored in using “Stabilo Woody 3 in 1” coloring pencils. The MINI Craft Sets of the new collection allow children building everything from a carwash to animals using empty domestic packaging. Games not only encourage creativity in a fun way, but they also promote the responsible use of resources among children.

The MINI Lifestyle 2016-2018 collection comprises the new brand identity, but it also shows a clean style and a lot of personality, and passes on the MINI design and image experience stating that good taste is beyond a vehicle. All products available at <http://www.shop.mini.com> and MINI dealerships.

The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world’s leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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